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"THESE ARE MY JEWELS"

Said the Roman matron, pointing to her sons. "THESE ARE MY JEWELS," says Atlanta, pointing to her churches, schools, and great business structures, the exponents of her character, energy and spirit.



ATLANTA

Arways moves forward. There may be greater or less prosperity but progress all the time. This is a marked feature in its history. Even in periods of financial distress and paralysis of trade, it has been a matter of comment that Atlanta grows and advances. No year passes without some great metropolitan achievement. Continual progress is the leading incentive to investment of capital and immigration. Increasing population and prosperity are therefore certain.



THE WIDE AWAKENESS

And energy so characteristic of Atlanta are partially due to the element of its citizenship contributed from the best and most enterprising of other sections, who are speedily imbued with the Atlanta spirit.



ELOQUENT FIGURES

Last year 224,889 money orders, amounting to \$1,338,526.19, were paid by our Postoffice. The number of orders issued in Atlanta to be paid elsewhere was 49,481, amounting to \$392,628.89. This is a difference of nearly one million dollars in receipts over remittances.



ATLANTA

GREATEST CITY

OF THE

GREAT SOUTH.

POPULATION CONSTANTLY BOUNDING FORWARD.

One Hundred Thousand Line Passed, Two Hundred Thousand in Sight.

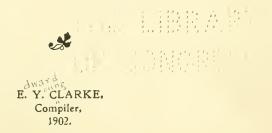
No Limit to Continuous Progress.

Commerce Expanding Manufactures Increasing.

An All Round City in Resources and Capacity.

THE RECOGNIZED BUSINESS CENTER AND METROPOLIS OF THE SOUTH.

FACTS AND OFFICIAL FIGURES.



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Atlanta.

There is no mystery about the growth of Atlanta. Its story can be told in five words: location, railways, commerce, manufactures, pluck. It was the outcome of the necessities of a situation. The West and the Atlantic seaboard had to be brought into communication. Roads must be built and location selected as the entrepot for the roads coming from either direction. No mistake was made as results have proved. Atlanta is the very spot which meets all the requirements. The road which the State itself constructed in furtherance of the plan, the Western and Atlantic from Chattanooga to Atlanta 138 miles, is still the property of the State and one of the most valuable railways in existence, paying an annual rental of almost a half million dollars. Those who would come from the North and Northwest to balmy Florida find that the direct great railway lines go through Atlanta, as the people of the East also find the most direct line to New Orleans and Texas passes through Atlanta.

Continuous Growth.

Atlanta not only grows, but grows constantly and largely. Nor is this steady growth confined to one line of progress, but is manifest on all lines. Atlanta is a manufacturing as well as a mercantile city, and trade and manfactures increase at the same pace with population. There has been no halting. In this is exhibited the wisdom displayed in the location of the city, and in it we also have strong evidence of Atlanta's superior attractions and advantages, both for residence and business. There can be but one explanation of this fact—that it really possesses the natural and acquired advantages of a great city, such as complete facilities of transportation, ample capital, a rich surrounding country, a healthful and enjoyable climate, and a people of character and sturdy enterprise in the best location. These have made good its claims to pre-entinence as an all-round city and constitute the unfailing elements of prosperous growth. There are few cities that combine to such an extent the excellencies of home-life and business life and hence the reason why in Atlanta are to be found so many of the best people from other sections. In this we also find a further explanation of that cosmopolitan spirit which is so attractive and for which Atlanta is so distinguished. While we do not need to use a drag-net to draw in capital and population, we still desire to induce the immigration of good people who will help us in accelerating the progress and prosperity of our magnificent city. We want all the world to know it-that no better place can be found than Atlanta in which to live, to conduct business, or to trade.



STATE CAPITOL.



Progressiveness.

Besides the prominence given it by its wide business ramification and the personal relations and movements of a big population, it also has unique characteristics and a progressiveness which give it an individuality, the exponent of which is what is known as "the Atlanta Spirit." This individuality is a composite of ambition, readiness, liberality, cosmopolitanism, and united effort in all matters for the public weal. It has come to be an accepted fact that nothing can be done in this country, however big, that Atlanta is not ready and able to duplicate if occasion calls for it. Its liberality extends to all movements of a national character, charitable or patriotic, and is exhibited in the reception of new citizens who are so quickly amalgamated as to become equally enthusiastic with those born on the spot. This generous readiness of Atlanta upon all occasions and responsiveness to the general progress and weal of the whole country bring the city into constant notice. It is a matter of common observation that few large national events occur, with which Atlanta is not in some way connected.

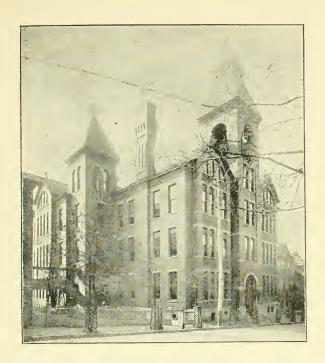
As a Place of Residence.

It takes rank with the best. The climate is admirable, neither too cold in winter or too warm in summer. When in the hottest season people are suffering great discomfort in all sections of the country and in many of the big cities are dying from the heat—in Atlanta they are not suffering at all as the official records made by the United States Government last year succinctly prove. The pleasant temperature is due largely to the location at an altitude of over a thousand feet above the level of the sea, on a high ridge midway between the ocean and the mountains of the Piedmont range. Refreshing and invigorating breezes almost constantly prevail. It is also a remarkable fact that while in almost all parts of the country there has come to be a settled alarm in certain seasons as to blizzards, tempest, tornado or cyclone, Atlanta has none of them. There is rarely ever a wind strong enough to throw down an awning. If a vacation from business is desired a few hours ride takes one to the mountains or to the seashore.

In addition to these features the city has all the great facilities of a great city to make life enjoyable and prosperous. It has a municipal government managed in such a way as to secure the highest public improvements and conveniences without imposing upon the citizens a burdensome taxation. The county government is also well administered under a board of county commissioners. All these things go to make up the requirements of an ideal citizenship.

The educational facilities are of the very highest order. There is no better public school system in the United States, embracing as it does high schools for girls and boys which furnish practically a college education. Besides there are female seminaries in the city. We have also the great Georgia School of Technology which is a branch of the State University and has already made a national name, attracting praise and valued contributions from every section of the country and providing the education which is now specially needed in the South to advance its manufacturing development. Many of its graduates already fill important positions as managers and superintendents of manufacturing establishments and the school is recognized as one of the greatest agencies for the industrial development now proceeding in this section.

Besides our local institutions there are in the vicinity of Atlanta splendid colleges, both male and female, the State University itself being within two hours ride. These attractions and advantages with many more which will readily suggest themselves, go to make up the requirements of an ideal citizenship. The city has become one of great culture, and nowhere can be found more of the refinements and higher enjoyments of living. Everywhere is the evidence of culture and refinement showing itself in homes of the most exquisite loveliness and most artistic surroundings. We have residence streets that challenge comparison with the handsomest, and most noted in the great cities.



GIRLS' HIGH SCHOOL.



BOYS' HIGH SCHOOL.

Business Opportunities.

But it is to Atlanta's business side that we purpose to call more direct attention as offering large opportunities. For this Atlanta is attracting wide spread attention and there is a wide desire for information concerning it. To furnish this is the object of this booklet, a brief compilation of facts without unnecessary elaboration or detail and profuseness of illustration. There is a vast deal of matter which might be given interesting enough, but not essential to the purpose in view. A sufficient showing will be made to evidence the unequaled development of Atlanta as an all round city, its rapid strides in population and its wonderful progress in commerce manufacturing and its possession of natural and acquired advantages necessary to the building of a great city and insuring its continuous growth. These are so patent and unquestionable that we d.o not hesitate to invite capital and character to come without investigation. If however, any one should desire further details and facts they will be gladly supplied in comprehensive as well as specific form on application to the secretary of the Chamber of Commerce or the mayor of the city or in particular lines by persons connected therewith and mentioned in the latter part of this publication. We shall issue editions from time to time with additional information to keep the public well posted of our progress to date.

Prosperous Conditions.

According to a familiar story, an American tourist in London on mentioning New York as his residence was greeted with the inquiry: "I have heard of it—how near is it to Atlanta." This is not altogether a jocular product of the imagination. But is an outcome or suggestion from existing conditions. Atlanta as the leading city of the South is spoken of very frequently—for the South just now is attracting the attention and riveting the interest not only of the people of this country but of foreign countries.

The development of the South justly excites wonder. When we think of its five hundred million dollars cotton crop and its wide range of agricultural products, the tremendous increase of cotton mills and other manufacturing establishments, its inexhaustible supplies of coal and iron, that three fourths of all the cotton in the world is produced in the Southern States, that it is superior to the cotton of any other country, that on account of the less cost of manufacture in the South, the development in this line is only less than marvelous, and that in consequence some of the oldest and most successful mills in the United States have moved their plants to the vicinity of the cotton fields and the perfect facilities and conditions there prevailing; and consider the other vast resources as appear in statement elsewhere given, we are not idealizing or theorizing, when we say that the South is accorded precedence over any other section of this country for business opportunities and the building of fortunes. Nor was Mayor Hewitt of New York, a wise and great man, theorizing when years ago he uttered these powerful words of fact and prophecy:

"The South is endowed by nature with greater advantages than any similar area in the world. It contains all the raw materials for innumerable industries, in great profusion. Its coal and iron are not only unlimited in quantity, but so placed in contiguity as to make their development both easy and profitable.

A MONOPOLY OF THE WORLD'S GREATEST AGRICULTURAL PRODUCT.

The South has a practical monopoly of cotton, which now secures for her exchanges with the rest of the world to the extent of three hundred and fifty millions of dollars annually. There is no country in the world whose industrial prosperity is planted upon a foundation so stable as this.

NO LIMIT TO DEVELOPMENT.

I see no limit to the development of these great natural resources. I do not believe anything can permanently arrest the progress of the South in the development of her vast resources, and in the promotion of all the arts of civilization.

GEORGIA LEADS.

As to Georgia, she well deserves the title of the *empire State of the South*. * * * As to its vast mineral and other natural resources, I was profoundly impressed with their extent and value.

A HUNDRED MILES OF RAILROAD OVER MARBLE BEDS.

The Marietta and North Georgia road has nearly one hundred miles of track laid practically on marble beds of inexhaustible extent. This marble is of very great variety and of unquestionable value. I visited five quarries, and was alike surprised and delighted. They are producing marble of infinite variety and of the most beautiful colors, which will speedily find a market in every part of the United States. Besides marble, there are veins of iron ore to be found on the surface of every mile of the road."

Now Georgia with its two million population is confessedly the Empire State of this Empire South in area, mineral and agricultural products and general progress.

Atlanta is the capital of Georgia and the business center of all this mighty South region. By the very logic of the situation it is the commercial metropolis and must continue to expand as the South expands. It cannot possibly be otherwise. This fact operates to draw capital and trade, for certainty is their polar star and magnet. "The South," says U. S. Senator Depew, of New York "is the Bonanza of the future." Atlanta is the vantage ground for working it. And if, according to Mayor Hewitt, there is "no limit to this development," is there any to the growth and expansion of Atlanta?



The South's Metropolis.

It is unnecessary to go into an extensive argument to prove that Atlanta will become the metropolis of the South—for it is that already and is recognized as such by the people of the country in their official, private and business capacity. The National Government has made it an army post and has built here the Federal prison for the South. Once it was necessary to make an especial effort to build and attract railroads and to induce capital and business to locate in Atlanta—but now they seek Atlanta of their own accord, recognizing it as the "point of resistance" for the conduct and enlargement of their business throughout this section. Leading corporations and business concerns of the United States and not a few of foreign countries have established in Atlanta their headquarters for the South. Perhaps nothing has evinced the metropolitan character of Atlanta more strikingly than the great office buildings which have produced such amazement throughout the country, a leading New York daily recently remarking that there was nothing like it outside of New York and Chicago. These great structures are simply the outcome of the necessity of providing suitable accommodation for the concerns flocking to Atlanta to make it their Southern base of operations. They recognize its character as the metropolis. Atlanta never does things by halves. When she saw the necessity of the modern office building it was built and one after another was erected until we have a dozen or more, equal to the best in any part of the country, Atlanta far surpassing any other city of the South, both in their number, capacity and superiority of construction.

A yew Examples.

Forcible illustrations of the growing development of the South's resources and of Atlanta's precedence for management are constantly occurring.

Recently the Southern States Portland Cement Company commenced operations for the erection of a manufacturing plant near Rockmart, Georgia. They own three hundred acres of land on which a plant will be erected. Probably several millions of dollars will be invested. The necessary ingredients—limestone and slate—are found side by side in great abundance, and necessary fuel is in close proximity. The material is said to be pure and the best ever found in the United States. President W. F. Cowham, also President of the National Portland Cement Company of Michigan savs that the opportunities at Rockmart are more favorable than any others existing. Nearly all the cement manufactured in the United States at the present time is made at Jackson, Michigan, and around Bethelehem, Pa. The names of the directors indicate a prominence guaranteeing success: W. F. Cowham, Jackson, Mich., president National Portland Cement Company, secretary and general manager Peninsular Portland Cement Company; Frank Hawkins, Atlanta, president Third National Bank; John W. Boardman, Jackson, Mich.; Hugh F. Van Deventer, Knoxville, Tenn., president Georgia Slate Company; A. F. MacLaren, M. P., Toronto, Ont., vice-president National Portland Cement Company, president of A. F. MacLaren Imperial Cheese Company; Joseph S. Irvin, Jackson, Mich., director Peninsular Portland Cement Company; David Jamieson, M. P., Durham, Ont., president Durham Furniture Company, and N. S. Potter, Jackson, Mich., vice-president Jackson City bank, treasurer Peninsular Portland Cement Company.

The machinery has been purchased and the capacity of the plant will be 1,600 barrels of Portland cement per day, according to plans and specifications by the chief engineer of the company, Mr. W. B. Bogardus and his assistant W. J. Maytham. Atlanta was selected for the head offices of the company which are in the Empire building.

Another fact in the same direction is in the action of the St. Louis Car Wheel Company, one of the largest concerns of its kind in the world. It has purchased a site and will erect a branch foundry in Atlanta. This company ships to Portugal, Sandwich Islands, China, Japan and many other countries. The secretary and treasurer Mr. John W. Nute is in the city in charge of the work of construction.

These are but a few of many instances that might be cited.

Population.

This has always steadily advanced. Every census, either official or estimated has shown an increase in the number of citizens. Including those who are around the city and in contact and practically a part of it as their business is, the population of the city at present cannot be much, if any, less than 120,000. The average annual increase over a long period indicates that the population will reach 200,000 within twenty years and probably within less time. The following figures will show the advance by periods:

1870—22,000.

1880-37.000.

1890—65,000.

1900—90,000.

These figures include only the people within the city lines. Those just outside and doing business in Atlanta would easily swell the last figures to about 105,000. In two years the, population has increased faster than ever before. The directories estimate it at 120,000. It can not be far from that number.

Postoffice Receipts.

As population has increased so has the volume of business. This is indicated by the increased postal receipts. The growth and prosperity of a city are clearly manifested by the increasing business of the postoffice. It is the pulse of the business life. As trade territory increases and the volume of business, the enlarged use of the mails is necessary. In this instance too, as in the case of the population it will be seen that the percent age of increase is large. It is not less than *fifteen* per cent.

The following figures are official.

Receipts to March 31, 1900-\$309,959.69.

Receipts to March 31, 1901— 350,274.95.

Receipts to March 31, 1902- 402,332.95.

Postmaster Blodgett's report for year ending June 30, 1902, shows an increasing percentage.

Transportation Facilities.

The transportation facilities of Atlanta through additional railways, as well as enlarged service, of each railway, made absolutely necessary by the increase of passenger and freight traffic, have been so increased that they may be deemed practically perfect. We have railways radiating to every section of the Union embracing eleven lines operated by the Southern, Central of Georgia, N. C. & St. L., Seaboard Air Line, Georgia and Atlanta & West Point. The mileage of the systems thus directly entering Atlanta amounts to over 13,000 miles. Atlanta has become a great railway center—in fact the railway center of the South. For many of the great railway systems of the country which reach the city only by connection have established offices here. One of these, the Northwestern of Chicago has an office in the Equitable building that was fitted up at an expense of several thousand dollars.

No city in America is more thoroughly and completely provided with railway facilities. But so important is this city as the railway center of the South that we constantly hear of plans for new railways making Atlanta the terminus or of existing systems seeking such a terminus.

The mileage is as follows: Southern, 6.935; Seaboard, 2,611; Central of Georgia, 1,845; N. C. and St. L., 1,189; Georgia, 322; A. & W. P. and Western of Ala., 225. Total 13,127 miles.

Bank Clearings.

In these we have another striking evidence of the increased volume of business. They have grown until they reached the great sum of \$111,755,849.98 in 1901. They show a steady advance from year to year and preserve the average percentage of increase. In 1900 the bank clearings amounted to \$96,375,257.22. The gain was therefore over 15 per cent.



Bank Deposits.

These have been likewise steadily climbing up. In 1895 the bank deposits amounted to six millions (\$6,000,000), in May, 1902, running about twelve millions (\$12,000,000), thus doubling in seven years.

As a Market.

The fact that Atlanta is sought and has been made the Southern headquarters by the leading concerns in the United States doing business in this section, because of its greater facilities and advantages, for conducting business and selling goods, carries with it the other fact by necessity that it is the best and cheapest market to buy in. Here are great wholesale and jobbing houses in every line carrying immense stocks, and manufacturing establishments covering almost the entire field of manufactured products of utility, as well as many of art, annual sales approximating one hundred millions of dollars. The manager of one of the great buildings said recently that there is not a city in this country in which a man can buy better than he can in Atlanta. "Whatever I need in the management of this immense building I can go out into the city of Atlanta and get, and I can see it and not have it ordered for me from a catalogue." In every department of trade Atlanta is a great market. There is hardly an exception. Take for instance the horse and mule trade. The figures show that the sales are the third largest of any in the United States. People from a wide section of country come to Atlanta to supply themselves with stock and we have great stables that can accommodate thousands at a time and there are regular auction sales during the season.

Manufactures.

In nothing has Atlanta made greater advance than in the line of manufactures. It has pushed itself into the front rank of manufacturing cities. There is hardly anything of utility that is not manufactured in Atlanta, embracing almost all the products of trade. In some lines the progress has been remarkable. Furniture factories use at least half a million dollars worth of raw material, and work over a thousand employees. The growth of manufacturers in Atlanta is the result of a combination of transportation facilities, the immediate vicinity of raw material, coal supply in abundance, and other advantages possessed in common at the South, such as cheaper cost of living, more advantageous climate for work, etc. Atlanta manufacturers make shipments to numerous foreign countries.

The United States Census Bulletin gives the following figures for 1900: Number of establishments, 395; number of wage earners, 10,000; capital employed, \$16,000,000.

We append a list of manufacturers, which is only partial, but sufficient to indicate the scope of manufactured products.

Some Atlanta Manufacturers.

Atlanta Box Factory—paper boxes.

American Iron Bed Company—iron beds.

Ashley, H P, Machinery.

Atlanta Coffin Factory—coffins.

Atlanta Consolidated Bottling Works—soda water.

Atlanta Cornice & Roofing Co.

Atlanta Cotton Mills.

Atlanta Elevator Company.

Atlanta Excelsior Works.

Atlanta Gas Light Company.

Atlanta Guano Mills.

Atlanta Hosiery Mills.

Atlanta Ice Company.

Atlanta Lithographing Co.

Atlanta Lumber & Planing Mills.

Atlanta Mattress Company.

Atlanta Machine Works.

Atlanta Milling Company—flour, etc.

Atlanta Paper Company—paper boxes.

Atlanta Pickle Company.

Atlanta Plow Works.

Atlanta Pretzel & Saratoga Chips Co.

Atlanta Rubber Stamp & Stencil Works.

Atlanta Show Case Works.

Atlanta Spring Bed Company.

Atlanta Wooden Ware Company.

Atlanta Steam Candy Company.

Atlanta Stove Works.

Atlanta Terra Cotta Company.

Atlanta Tile Company.

Atlanta Trunk Factory.

Atlanta Wire & Iron Co.—office railings, etc.

Atlanta Woollen Mills.

Beutell, H. W.—Hardwood fixtures.

Block, Frank E. Co.—confectionaries and crackers.

Blood Balm Company.—medicine.

Blosser, Dr. J. W. & Son-medicine.

Blosser Printing Company—publishers.

Bradfield Regulator Company—medicine.

Chattahoochee Brick Company.

Coco-Cola Company—soda fount drink.

Colcord Lumber Company.

Conklin, Chas. A. Mfg. Co.—tinware.

Consolidated Dental Mfg. Co.

DeLoach Mill Mfg. Co.—saw mills, etc.

Dixie Seal & Stamp Company.

Dowman & Dozier Mfg. Co.—furnaces, roofing. Eagle Manufacturing Co.—flavoring extracts.

Electric Novelty Company—dynamos.

Empire Glass and Decoration Co. Empire Box Company—paper boxes.

Enterprize Lumber Company.

Exposition Cotton Mills.

Finnigan, J. J. & Co.—boilers.

Foote & Davies Co.—bookbinders, publishers, etc.

Franklin Printing & Publishing Company.

Footes Trunk Factory.

Fulton Bag and Cotton Mills—cotton bags.

Fulton Manufacturing Co.—baskets, brooms, brushes, paints, etc.

Fulton Mattress Manufacturing Co.

Fulton Paper Mills.

Furman Farm Improvement Co.—fertilizers.

Gale, Chas. W.—office fixtures.

Gate City Coffin Co.

Gate City Fence Works.

Gate City Hosiery Mills.

Gate City Mattress & Spring Bed Co.

Gate City Oil Co.

Georgia Book Bindery.

Georgia Electric Light Co.

Georgia Cotton Oil Co.

Georgia Shingle Company.

Georgia Soap Company.

Georgia Tile & Artificial Stone Co.

Georgia Tanning & Mfg. Co.

Gholstin-Cunningham Spring Bed Factory.

Green & Sons, Dr. H.—medicine.

Hawkes, Dr. A. K.—optical goods.

Henochsberg & Stuchlik—candy factory.

Hightower, T. J. Jr.—wooden boxes. Hodge, H. W.—brooms.

Hopkins, J. R. & Co.-medicine.

Humnicutt & Bellingrath—cornices, etc.

Inman, Smith & Co.—pants, shirts, shoes, etc.

Kamper, C. J.—spices, baking powders, etc.

Keiley Coal & Ice Co.—ice.

Kennesaw Guano Company.

Krom, J. J.—soaps.

Kutz, Max & Co.—millinery.

Lempke & Willenski—harness.

Lewis, T. S.—crackers.

Lieberman, L.—trunks, etc.

Maier & Volberg—tents and awnings.

Moore & Son.—optical goods.

Montag Brothers—stationery, tablets, etc.

Moncrief Furnace Company—hot air furnaces.

Morgan, D.—harness, etc.

National Furniture Company.

National Straw Hat Works.

Nunnally Brothers—pants, overalls, etc.

Nunnally Company—confectionaries.

Oklahoma Vinegar Company.

Parian Paint Company.

Pinnacle Trunk Mfg. Company.

Palmer Brick Co.

Purity Paint & Varnish Co.

Phoenix Planing Mill.

Robinson, A. M. & Co.—pants, shirts and overalls.

Seitzsinger, T. F.—printers rollers, etc.

Schlesinger, H. L.—confectioner.

Shroeter, J. H. & Bro.—machinery.

Silverstien, D.—hats, caps, etc.

Smith, John M.—carriages.

South Georgia Lumber Co.

South River Brick Co.

Southern Cotton Oil Co.

Southern Engraving Co.

Southern Farm Tool Co.

Southern Fertilizer Co.

Southern Furniture Co.

Southern Plaster Co.

Southern Roofing Mfg. Co.

Southern Rubber Stamp & Stencil Works.

Southern Saw Works—saws and emery wheels.

Southern Spring Bed Co.

Southern Terra Cotta Works.

Spence N. C. Carriage Co.

Standard Ice Co.

Swift Specific Co.—medicine.

Thurmond, Chas. W.—moulding and picture frame.

Traynham & Ray-planing mills.

VanWinkle Gin & Machine Works.



À BUSINESS STREET.

Our Office Buildings.

Atlanta has given and continues to give the country great surprises, has not hesitated at a World's Fair, pronounced by many unsurpassed by any held in America. It readily undertakes anything of value done by our greatest cities. But perhaps nothing so astonished the people of the country and focused national attention as the bold feat of the city in the construction of modern office buildings. The country had scarcely quit talking about the sky-scrapers of Chicago and New York before Atlanta embarked in the business. If those cities could build them, so could Atlanta, Our Equitable led off, a half million dollar structure, which freely elicited predictions that it would be the last. But it was no experiment. Its builders knew what they were about. The three hundred offices in that magnificent edifice were not all ready before they were taken. One after another great office structures followed in quick succession, and were likewise speedily filled—and we have one now going up called the Century which towers like a veritable Atlas ambitious to support a good segment of the skies. We have fourteen or fifteen specially constructed office buildings. Those not at first containing all the up-to-date appointments have been re-modeled and modernized. In these buildings are over two thousand offices, in which it is safe to sav fully ten thousand people do business, counting only those who are actually engaged in them. In each of several of these buildings passenger trips on the elevators sometimes aggregate ten thousand a day.

In one, the Equitable, official figures have been published to show that its mail business is greater than that of a prosperous city of forty thousand people. In the offices are the managers and representatives of Southern Departments for many of the largest corporations and companies in the United States in all the great lines of trade, and they still continue to come. This fact as well as others of an interesting character, will appear to those who examine the descriptions given in subsequent pages. We do not give full descriptions in each case, for the buildings are all excellent in their appointments and substantially similar.

The Equitable.

The completion of the Equitable Building was an event of great magnitude, and one of the foremost in the city's history. In size, finish, and costliness, it is not exceeded by any office structure in the South, and compares favorably with any in cities of the North and West.

Occupying 160 feet on Pryor, 185 on Edgewood avenue, and 89 on Porter's alley, it is eight stories high, making with the basement, *nine* floors, and has over 300 rooms.

The exterior is exceedingly handsome, and is constructed of the most durable and finest materials. The first story is of marble and granite, with circular columns three feet in diameter. The remaining stories are of light colored brick with terra cotta ornamentation. These brick are American made, and cost \$55 per thousand or over five cents each. The faces of the court are of white glazed brick, imported from England at a cost of \$150 a thousand, or fifteen cents each.

The interior is a marvel of construction in meeting all the requirements for comfort, convenience, light and ventilation.

The ground floor is divided into stories and bank apartments.

The main entrances lead into a hall twenty-one feet wide. The floor and ceiling of these entrances are of beautiful mosaic marble work. From the hall ascends a semi-circular marble and iron stair-way, and four elevators. Both stairway and elevators run to the top floor. The latter are of the best and most modern construction as to speed, safety and power.

All stores and offices have interior entrances to this hall.

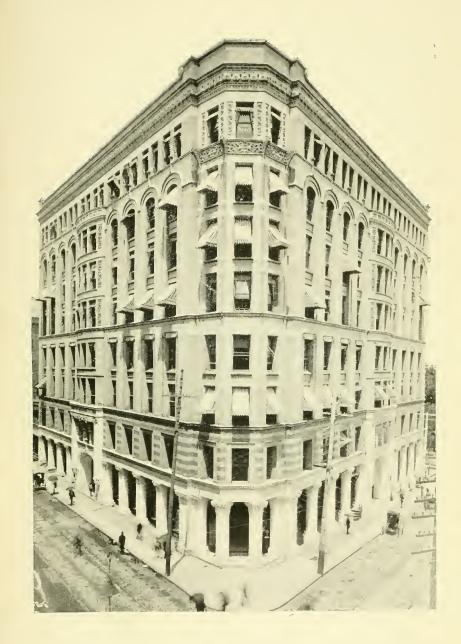
On the first floor is a rotunda covered with glass, above which is an open court.

All hall and corridor floors are of Georgia marble, the base of Belgium marble, and the wainscotong and toilet-rooms of pure white Italian marble.

There are two main entrances, one on each street, richly decorated by carvings in stone.

The location is almost at the very business centre, being on the corner of Edgewood avenue and Pryor streets, one block from the junction of Peachtree, Marietta streets and Edgewood avenue, and one block from the Kimball House.

Ascending to the second floor, or first above the street, the landing is in a hall, upon which open numerous offices, and from this lead two hall-ways into the wings, all the offices looking either out upon the street or upon the court, the large majority upon the street, owing to the happy location of the building and construction, though the width of the court with one open end renders the offices opening upon it little inferior, if at all, to the others. All the other stories are similarly planned.



THE EQUITABLE.

The entire building has the modern fire-proof construction of tile and steel. All through the building there is a skeleton of steel work, which carries the weight of the walls and floors. The floors are constructed of steel beams instead of the ordinary wooden floor joist, with arches of tile between them. All the interior dividing walls are built of blocks of tile, which receive the plastering without the ordinary wooden laths to hold it in place. Thus each room has all its walls, ceiling and floor, constructed of a material impossible to burn. There is no wood used in the structural part of the building. The thin covering of wooden flooring on top of the tile flooring, the doors and window-casings, are the only parts composed of wood.

In addition to the tile floors and walls, all constructional metal supports for the building are covered with fire-proofing, which protects them from exposure to heat which might arise from a fire in an adjoining building or from burning material stored in any of the rooms. The entire building being composed of iron and steel and fire-proof tile, which is nothing less than baked clay, there is absolutely nothing in the structure of a combustible nature.

The building is lighted by electricity and heated by steam.

The cost approximated three quarters of a million dollars.

In its inception and completion the master spirit was Mr. Joel Hurt. To him is mainly due the credit of the brilliant conception and execution of an enterprise, which marked an era in Atlanta's history, and one of its foremost strides in metropolitan progress.

The Lowry National Bank moved from their own building to occupy apartments in the Equitable specially prepared for them. The interior arrangement, the \$15,000 safe, the vaults, the furniture, and appointments generally, make it one of the finest bank interiors in the whole country.

We show elsewhere that Atlanta is the great railway headquarters of the South; the Equitable is railway headquarters in Atlanta, there being thirty or forty railway and supply companies represented in offices ranging two to a dozen each.

Among these may be mentioned The Southern Railway, The Atlanta & West Point and Western Railway of Alabama, The Alabama Great Southern, The Atlanta, Knoxville & Northern, Pennsylvania Lines, Seaboard Air Line, Chicago and Alton, Missouri, Kansas and Texas, Missouri Pacific, Norfolk & Western, Mobile & Ohio, Kansas City Southern, St. Louis & South Western (Cotton Belt), Georgia Southern & Florida, Plant System, The Chicago & Northwestern, which has a very handsome office on the street floor fitted up at an expense of several thousand dollars. Here too, are Southeastern Freight Association—and the Southeastern Passenger Association, which represent nearly all the lines of the South. The

great Clyde Steamship Company also has its office in this building, Southern Car Line and American Refrigerator Transit Company. We append alphabetical list of occupants:

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juster	Zahner, Slicer & Logan, Attorneys

The Prudential.

This splendid structure, occupying the block bounded by Broad, Walton and Forsyth streets and Custom House Place is one of the most desirable and valuable for stores, banking, insurance, real estate, general business and professional offices. It is in the business center—directly opposite the U. S. Post-office and Custom House Building, and all the street railroad systems center near its doors. It has a frontage of eighty-five feet on Broad street, one hundred and seventy-eight feet on Walton street, eighty-eight feet on Forsyth street, and one hundred and seventy-eight on Custom House Place.

The building was designed by Mr. Thos. H. Morgan, of Bruce & Morgan, Architects, Atlanta, Georgia, in the spirit of the Italian Renaissance, a style most appropriate for this climate.

The first three stories are built of Bedford limestone and grey brick, and above this rises five stories of plain wall surface, which support the enriched pilasters and cornices of the two top stories. The three principal entrances are of limestone beautifully designed and carved.

This building is of the most modern fire-proof, independent steel construction. The structural steel work was designed by Mr. Corydon T. Purdy, of Purdy & Henderson, Structural Steel Engineers, New York City.

There are entrances from Broad, Walton and Forsyth streets, centering at the elevators and forming a grand arcade through the center of the building from Broad to Forsyth street. The vestibules are handsomely finished, walls and ceilings in Verde antique marble with Mosiac floors. There is also an entrance for freight and employees from Custom House Place.

The first story is arranged for banking purposes, real estate or insurance offices and attractive stores. These front on Broad, Walton and Forsyth streets, and have very large polished plate-glass show windows, both on the streets and the arcade.

From the second to the tenth story inclusive the space is divided into offices. Each office is provided with a marble wash-bowl and an oak ward-robe. Every room has direct outside light, polished plate-glass windows from bottom to top. The finish is selected oak, and each room has every convenience of heat, light and ventilation. The space will be divided to meet the requirements of tenants.

There are four high-speed elevators complete and perfect in equipment, with decorative wrought-iron screens. They have every modern appliance for safety, and are conveniently situated in the center of the building. There is one freight elevator for lifting safes, furniture, etc.

The corridors on every floor are broad and well lighted. They are all finished with marble tile floors, and marble wainscoating six feet high, above which are large glass transoms.

The building has light on all four sides, and each room has direct outside light through large plate-glass windows.

Each room and corridor is provided with gas and electric light. The building has a large modern electric light plant, and lights will be furnished to tenants without extra charge.

No expense has been spared to secure plumbing of the best and most sanitary character.

The building is heated by steam according to the most approved and scientific method.

The arcade or main corridor is finished in white marble from floor to ceiling. A number of the stores have entrances and large plate glass show windows upon the arcade.

There are two grand marble stairways to the second floor, and one in each end of the building from the second to the tenth, entirely removed from the elevators.

This building has all the modern conveniences, including janitor service, U. S. mail chute, ice water on every floor, etc., etc. It is occupied by the following:

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THE PRUDENTIAL.

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Trust Co	Woll, F. W. Co., Ice Machines Torr



English-American Building.

The location of the building is most advantageous, fronting as it does upon Peachtree street, the principal thoroughfare of the city, and being just at the juncture of the residence and business sections of the city, is most convenient to all classes of people. This is of especial importance to physicians, whose patients may avoid the crush of trade. It is also in the hotel and club center of the city thus placing it in close contact with the traveling public. The cars of all lines of street railways stop directly in front of the door, thus affording convenient communication with all parts of the city.

The construction and arrangement of the building afford a degree of privacy and independence found in any office building, there being in no case more than six separate offices tributary to each floor. One is thus enabled to preserve a perfect individual establishment and identity, which would be lost on a floor of greater area. Each floor has separate toilet conveniences and is complete within itself.

The lighting arrangement is perfect, each room being lighted by a large central cluster of six to twelve lights, in addition to wall and desk brackets. The lighting and power currents are taken from the public service, as is also the steam heat, so that they are available at all hours of the day or night and will not be subject to the interruptions with which a private service would be liable. The motion of the cars is smooth and uniform avoiding the jerk and lurch of hydraulic elevators which is so annoying to ladies and persons of delicate health and temperament. Provision is made for an all night elevator service in order that the offices may at all times be readily accessible. Attendance by uniformed servants is included in the rate of rental, and the perfect neatness of apartments at all times is assured.

The building is absolutely fire-proof, and every room has an outside exposure which ensures perfect light and ventilation and affords an interesting view of the city, while free from the noise, dust and annoyances of the street.

The interior construction is such that while all standing walls are fireproof and impervious to sound, they can be readily removed to make any divisions of space required in special cases. A very economical arrangement can be made by the association of two firms in the space of three rooms; having a reception room in common and a private office on each side.

The officers of the English American Loan & Trust Company are: A. H. Benning, President; Roby Robinson, Vice-President; W. T. Comer, Cashier; J. H. Gilbert, Connsel.



THE ENGLISH AMERICAN.

The officers of the Mutual Building Company are: R. F. Shedden, President; C. W. Cutler, Vice-President; W. T. Comer, Manager.

The following are the occupants of the building:

American Bridge Co	7-9 09 15
Asher, W. T., Physician	09 15 12
Avary, Drs., Physicians706-8 Mutual Life Ins Co., of Ken- Angier, Clarence, Insurance810-12-14 tucky1010-12-14-	15 12
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THE EMPIRE.

The Empire Building.

This is the latest finished addition to the number of our great office structures and is the tallest of them all. It has fourteen stories above the basement. Three hundred and sixty rooms above the first floor. Six elevators and an all night service. It was designed by Bruce and Morgan who also designed the Austell and Prudential. It is exceedingly handsome—elegant and first class in all respects. Supplied with all modern appointments and conveniences, and will do credit to any city however great. Its offices were eagerly sought and the entire building very nearly occupied already. The following comprise its tenants:

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The Austell Building.

The first mark and stamp of superiority in the new office buildings of Atlanta is the manifest effort at perfect construction. To accomplish this the plans are modeled after the best features developed in modern architecture, and then the work is put into hands of men whose character as well as successful records are guarantees of efficiency. This fact is prominently shown in the Austell building, Bruce and Morgan being the architects, and the contractors Miles & Bradt, who have constructed many very costly buildings in this and other States of the country, among them the half million dollar white marble U. S. government building in Savannah.

Mr. W. B. Miles is best known to Georgians as the builder of our State Capitol, the best American structure of its kind for the cost and one built for less than the appropriation.

The location on Forsyth street, at the bridge, gives a magnificent basement along the railroad tracks. The second floor, on Forsyth street, above the viaduct, is composed mainly of store rooms. In the nine floors there are over two hundred offices, every one being well ventilated and lighted, and the construction and appointments throughout are upon the most modern and best perfected plans.

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The Gould Building.

The Gould Building is on Decatur street, across from the Kimball, in the very heart of the city. It was erected in 1887, specially for office purposes. Since Mr. Gould's death, it has been several times improved by Mr. E. C. Chapman, son-in-law of Mr. Gould, and the present proprietor. He has spared no expense to make it complete and up-to-date. It has about seventy-five rooms besides bank apartments, and a first-class Turkish bath in the basement. Improvements made in the Fourth National Bank offices, entitle them to rank among the finest and handsomest in the country, the marble finishing being all of Georgia, and all the grill work being hand-hammered. This building also enjoys the distinction of fire proof vaults on every floor.

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Young, F. S., Thysician.

The Lowndes Building.

This is another admirably constructed office building located on North Pryor street and is very attractive in its interior arrangement, being well filled all the time. It was built according to design and plans by the well known architect, Mr. Geo. W. Laine. The occupants are:

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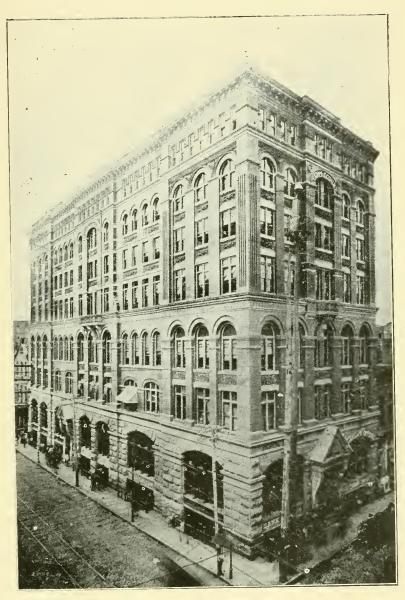


THE LOWNDES.

Temple Court.

This was one of the first office buildings erected in the city. It has often been improved without and within, making it an imposing and modern structure. It is located on the corner of Alabama and Pryor street, near the city hall and county court house, and is occupied in the lower floor by the Capital City National Bank, one of the strongest and most successful in the city.

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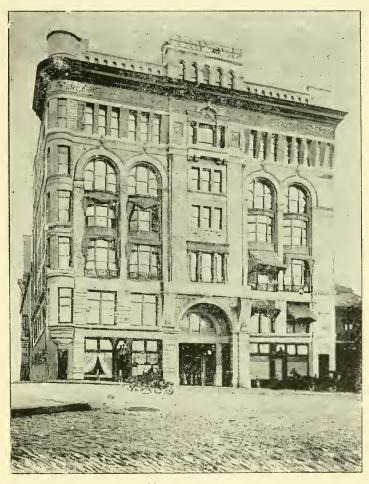
TEMPLE COURT.

The Grand.

This is one of the handsomest and best structures in Atlanta erected by Mr. L. DeGive. It has most elegant offices and a very fine class of tenants. A part of it is a magnificent opera house with an auditorium capacity of over two thousand—one of the finest stages in the country and withal a place of entertainment which ranks among the first of the country in capacity and appointment. Its occupants are as follows:

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Special Mote.

In the following pages will be found information of many leading concerns located in Atlanta. Among them are some who sell goods and ship even into foreign countries and across the ocean—their facilities are unsurpassed. We are sure, therefore, that no one can buy to better advantage than of these concerns and business men, and advise that inquiry be made of them for catalogues, price lists, etc.

Brickmaking Machinery.

We have shown in this booklet that Atlanta is the recognized metropolis of the South where great concerns of the country have established their headquarters for the most convenient and efficient dealing with their customers throughout this section. One among the many evidences of this fact is the organization of new companies with this view. Among these is the Atlanta Brick Machinery Company organized to supply the demand for improved up-to-date brick plants and brick making appliances. It is a Georgia Incorporated firm with a paid in capital of twenty-five thousand dollars. The president and general manager, Mr. Frank H. Reid, is a successful brick maker and has also large acquaintance with the best brick making machinery. L. M. Reid is secretary and treasurer. J. K. Montgomery and George Gorton are connected with the firm as directors.

They are exclusive agents in this section for the very best brick making appliances and machinery, and can doubtless be of great service and profit to the brick makers of this section, saving them money in various ways unnecessary to state, as they are quite manifest. They are manufacturers and manufacturers' agents for a full and complete line of brick and tile machinery, and, quoting further from their card, they are special agents in twelve Southern states for Wallace Manufacturing Company of Frankfort, Ind., for their complete Wonder Stiff Mud Wire Cut Brick Machinery, built in four sizes, making twenty thousand, forty thousand, sixty thousand and one hundred thousand brick per day.

They are also agents for the following: The Berg Dry Presses, Frost Dry Pans, Richardson Steam Power and Hand Repressers.

The "Grand Automatic" Arnold-Creager Soft Mud (sand finish) Brick Machinery, Pub Mills, Brick Barrows, Trucks and Supplies. Potts "World Renowned" Disintegrators.

George S. Cox's Special Drawn Cutting Wires. Brick Driers, Drier Cars and Drier Equipments.

The Houston, Stanwood and Gambles Engines, Boilers, Pumps and Heaters.

We are satisfied that those who contemplate plants could not do better than to entrust the equipment of them to this Company, who will also furnish clay experts when desired to examine deposits or will execute any service requisite to insure the success of their patrons. Those who cannot find it convenient to make a trip to Atlanta can accomplish as much by a letter asking for catalogue, prices and information.

The office of the company is located at 403 Prudential Building, Atlanta, Ga.

Fire Insurance

John C. Whitner & Company

General Agents, Atlanta, Georgia.

Established 1865.

409 Prudential Building

THE MARTIN & HOYT COMPANY

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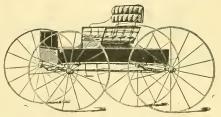
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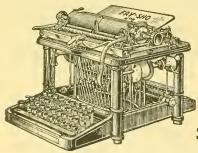
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